



BACK HOME AGAIN IN INDIANA

STATEWIDE DECORATION CONTEST



BACK HOME AGAIN IN INDIANA



600+ Cities and Towns in Indiana

100+ Years of Racing Tradition at Indianapolis

Indy 500® Related Stories and Personalities Throughout Indiana

The Indy 500® is a State Asset

Community Activity and Interaction

A CONTEST WITH HISTORY



ITS ABOUT COMMUNITIES

For several years after Tony Hulman purchased the Indianapolis Motor Speedway following World War II, he would travel the state of Indiana each spring providing banners to Hoosier communities and asking citizens to decorate their main streets and town squares to help promote the Memorial Day running of the Indianapolis 500.

In 2011, IMS began the Back Home Again in Indiana Decoration Contest asking Indiana communities to once again show their hometown pride and enthusiasm for the Indianapolis 500.



THE 2011 CONTEST RECAP



25K

COMMUNITY GRANT TO THE
WINNERS



LAUNCH TOWN NEW HAVEN, IN

26

COMMUNITIES PARTICIPATED



IN COMMUNITIES ACROSS INDIANA

Promoted throughout Indiana communities by the Indiana Association of Cities and Towns (IACT) and the Indianapolis Motor Speedway, the Back Home Again in Indiana contest was officially kicked off in March at the government center in New Haven, Indiana.

Complete with an INDYCAR®, a pace car and racing decorations, the announcement attracted coverage from both Fort Wayne daily papers and two local television stations. New Haven would garner significant Fort Wayne area media coverage throughout the contest and would be recognized in the contest's top 10 communities.

CONGRATULATIONS BROWNSTOWN



MEDIA SNAPSHOT



The
Herald-Tribune
Your Hometown Newspaper Since 1891

Carroll County
COMET



THE **Flyer**
GROUP



topix



TribTown
seymour + all of jackson county, indiana

NEWS-GAZETTE



News~Sentinel.com
Your town. Your voice.

IMS SUPPORT



IMS PRESS ANNOUNCEMENT

DRIVERS AND PERSONALITIES

AT TRACK PA/LSVD OPPORTUNITY

QUALIFICATION & RACE TICKETS

SOCIAL MEDIA SUPPORT & PROMOTION

COMMUNITY CONNECTION



HELP FLORA WIN \$25,000!
Be a part of the INDY 500
"Back Home Again In Indiana" CONTEST

First 50 Flora Residents
To Participate Will Get 4
Qualification Day Tickets



**BEST Entry Receives
2 Reserve Seat Race Day Tickets!**

COMMUNITY PRIDE



PARADES, CONTESTS, CELEBRATIONS



COMMUNITY INVOLVEMENT



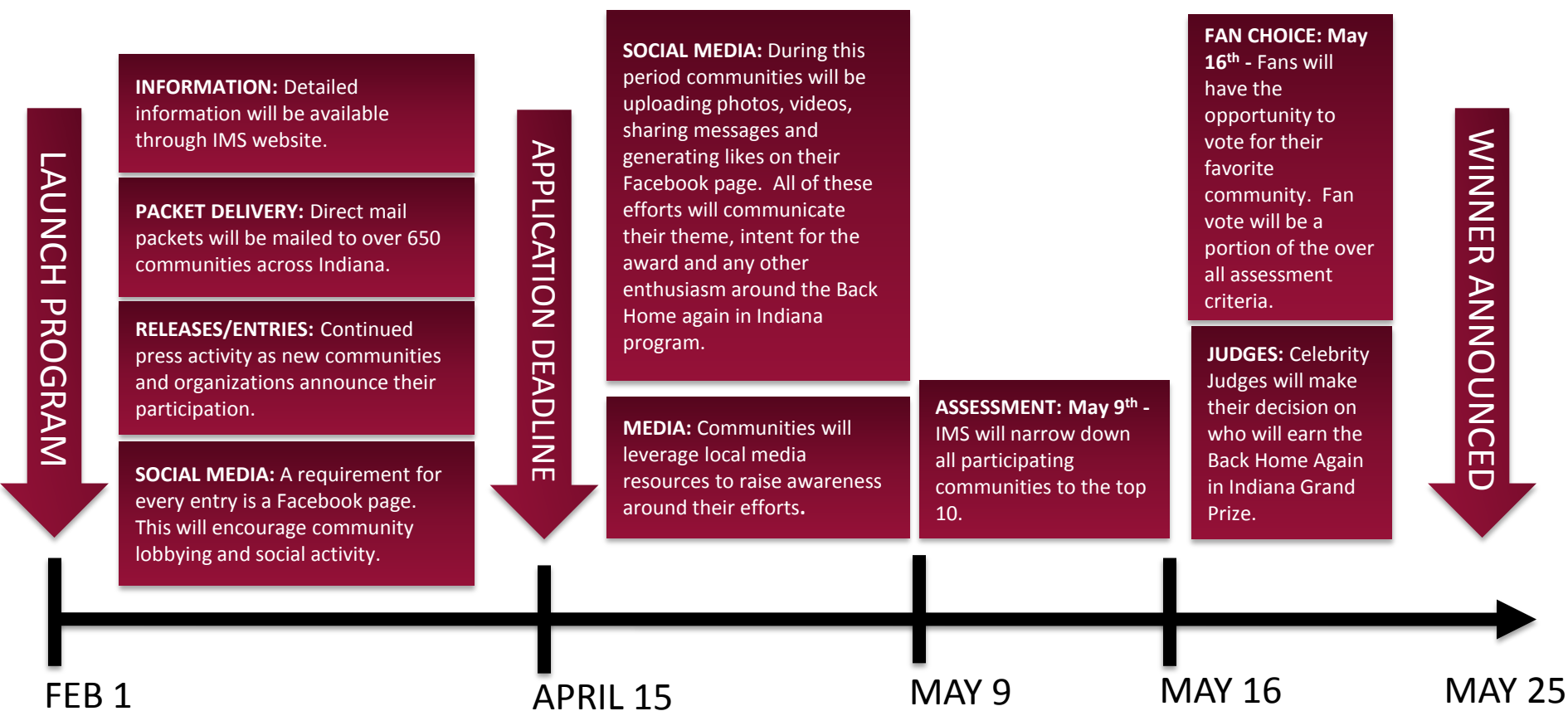
CREATING NEW FANS

2012 DRAFT TIMELINE



BACK HOME AGAIN IN INDIANA

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AFTER 100 YEARS, THE INDIANAPOLIS 500®
CONTINUES TO BE THE **LARGEST SINGLE-DAY
SPORTING EVENT IN THE WORLD**

AND CONTINUES TO BE RECOGNIZED AS
“**THE GREATEST SPECTACLE IN RACING®**”

WHICH CAN ONLY HAPPEN AT THE “**RACING
CAPITAL OF THE WORLD®**”

THE INDIANAPOLIS MOTOR SPEEDWAY®

